

**MINUTES OF THE MEETING OF THE
LOUISIANA STATE MUSEUM
BOARD OF DIRECTORS**

**REVISED MINUTES PER RECOMMENDATION OF THE LSM BOARD ON
AUGUST 11, 2014**

**Monday, June 9, 2014
12:30 PM – The Old U.S. Mint
New Orleans, Louisiana**

The meeting of the Board of Directors of the Louisiana State Museum was called to order by Chairman Michael M. Davis at 12:30 PM at The Old U.S. Mint in New Orleans. A quorum was present.

Members Present: Robert A. Barnett; Myrna B. Bergeron; Charles R. Davis; Michael M. Davis; Allen J. “AJ” Gibbs; Jeffrey Pipes Guice; Janet V. Haedicke, Ph.D.; Aleta Leckelt; William J. Perret, M.D.; Anne F. Redd; and William J. Wilton, Jr.

Members Absent: Jerry F. Adams; Madlyn B. Bagneris; Rosemary Upshaw Ewing; Thomas Frère Kramer, M.D.; H. Wayne McCullen; Lawrence N. Powell, Ph.D.; Donna Winters; Philip Woollam; and Diane K. Zink

Also Present: Cathy Berry, DCRT Chief of Staff
Jay Dardenne, Lieutenant Governor
Julia George Moore, DCRT Counsel
Mark A. Tullos, Jr., Director, Louisiana State Museum
Robert E. Wheat, Deputy Director, Louisiana State Museum

Approval of Minutes

The Board minutes from May 12, 2014 were sent to the Board in advance of the meeting. Ms. Bagneris MOVED, seconded by Ms. Redd, to approve the minutes. **Unanimously approved.**

Chairman’s Report

Chairman M. Davis reported that Ms. Bagneris’ mother passed away yesterday. Therefore, she was unable to attend the Board meeting. Also, Ms. Ewing’s husband had a badly pinched nerve, so Ms. Ewing could not make it.

Mr. M. Davis said that Lieutenant Governor Jay Dardenne, DCRT Chief of Staff Cathy Berry, and DCRT Counsel Julia George Moore were in attendance.

Mr. M. Davis said the vacancy for the position of Vice-Chair on the Executive Committee needs to be filled. He received many responses in favor of Dr. Lawrence Powell. Seconded by Ms. Redd, the motion was **unanimously approved**.

Now that Dr. Powell will be Vice-Chair, the spot for Treasurer on the Executive Committee is open. Mr. Robert Barnett was mentioned more than once for the position. Seconded by Dr. Haedicke, the motion was **unanimously approved**.

Mr. M. Davis said that approval is needed for Irby check signing authorization for Mr. Barnett. Mr. Wilton MOVED, seconded by Ms. Leckelt, to approve Mr. Barnett as an authorized signature on Irby checks. **Unanimously approved**.

The Chairman investigated the name of what is now called the Accessions Committee and suggested it now be called the more inclusive name "Collections Committee."

There will be no July, 2014 LSM Board, Collections or Irby/Finance Committee meetings.

The next Collections Committee meeting will take place on August 6, 2014 at 1:00 PM. The Irby/Finance Committee meeting will be on August 11, 2014 at 10:30 AM and the LSM Board meeting will be on the same day at 12:30 PM (lunch 12N).

Director's Report

Mr. Tullos gave a PowerPoint presentation on both the upcoming *Revolution!* and *Battle of New Orleans* exhibits. *Revolution!* will open in Baton Rouge in October of 2014. LSM is partnering with the New York Historical Society on this exhibit. The Napoleon Death Mask will travel to Baton Rouge for the duration of the exhibit. It tells the story of how the Caribbean Revolution sparked the Battle of New Orleans. This exhibit will help establish the Capitol Park Museum as the premier Museum in Baton Rouge, which should help build both the audience and membership.

The *Battle of New Orleans* exhibit will open in January of 2015. We hope to make the Cabildo the portal to Louisiana history and culture and establish a footprint there with this exhibit.

Both exhibits will feature many artifacts and personal stories. For example, the cannon that just sits under the Cabildo arcade is having a carriage built for it at a very reasonable cost by the LSM maintenance department. In addition, LSM has secured the loan of Andrew Jackson's portrait from the National Portrait Gallery in Washington D.C. but also hopes to get the loan of Andrew Jackson's coat from the Smithsonian.

Mr. Tullos said the LSM would like to recognize any sponsors we get with bunting used in 1915. LSM will be working with the HNOC, NOMA, the NPS and the Battle of New Orleans Commission. These partnerships will increase our sponsorship chances.

Marvin McGraw has designed new uniform wayfinding signs which will go out in front of the New Orleans properties. Also, the French Quarter Five sheet with location, hours and rate information is being compiled right now for display at all cashier stations at our New Orleans properties.

There is still no branding, logo or web presence.

Marvin McGraw spoke to the Board about need for a website and visual identity. DCRT already spends millions on marketing and advertising for tourism. The issue is how to leverage the relationship with DCRT and LSM. Marvin met with Jacques Berry, Communications Director for DCRT, and they met with the ad firm Trumpet, who was picked as the official advertising firm for DCRT. There are no hard numbers yet, but they said they can probably design a website and identity/branding package for LSM for approximately \$50,000. The next step is to work on the website design and a budget. Mr. M. Davis asked if Marvin can have something ready for the August meeting. Marvin said he hoped to get started on the project sooner than that. The Chairman asked that Marvin first meet with Mr. Barnett and Mr. Guice, as well as Mark Tullos and himself, first. Trumpet said it will take them 5-6 weeks to work up a web design and another 5 weeks to implement the plan. Mr. R. Davis said, although Trumpet is not under an exclusive contract with DCRT, he hopes we will see that they are the best deal. Marvin said he hopes we can move quickly in advance of the two upcoming exhibits. Marvin said he would meet with Mr. Guice, Mr. Wheat and Mr. Tullos right away to get the ball rolling. The Executive Committee can ratify the budget.

Collections Committee Report

There was no meeting but included in the packets was memo for incoming and outgoing loans as follows:

Proposed Incoming and Outgoing Loans

Incoming Loans

Lender	Lionel Washington
Exhibit	Inductee Case, Louisiana Sports Hall of Fame/Northwest Louisiana History Museum
Loan Dates	June 9, 2014 – July 1, 2015
Exhibit Dates	June 19, 2014 - June 19, 2015

Object Description

Acc. #	Artifact for exhibit
IL044.2014.01	1 Tulane baseball cap
IL044.2014.02	1 Liberty bowl football jersey
IL044.2014.03	1 Cardinal's football jersey
IL044.2014.04	1 Raider's football helmet
IL044.2014.05	1 Signed Denver Bronco's football helmet
IL044.2014.06	1 Raider's football
IL044.2014.07	1 Cardinal's football
IL044.2014.08-10	3 photographs of Lionel Washington

Lender	Alan Faneca
Exhibit	Inductee Case, Louisiana Sports Hall of Fame/Northwest Louisiana History Museum
Loan Dates	June 9, 2014 – July 1, 2015

Exhibit Dates June 19, 2014 - June 19, 2015

Object Description

Acc. #	Artifact for exhibit
IL045.2014.01	1 2004 ProBowl award
IL045.2014.02-04	3 football cards framed together
IL045.2014.05	1 2004 ProBowl football helmet, signed by the AFC offensive line
IL045.2014.06	1 LSU replica jersey

Lender University of Louisiana at Lafayette
Exhibit Inductee Case, Louisiana Sports Hall of Fame/Northwest Louisiana History Museum

Loan Dates June 9, 2014 – July 1, 2015
Exhibit Dates June 19, 2014 - June 19, 2015

Object Description

Acc. #	Artifact for exhibit
IL046.2014.01	1 1971 NCAA Encased Medallion
IL046.2014.02	1 1972 NCAA Encased Medallion
IL046.2014.03	1 1973 NCAA Encased Medallion
IL046.2014.04	1 Louisiana Basketball Hall of Fame Plaque
IL046.2014.05	1985 Mr. Louisiana Basketball Plaque
IL046.2014.06	Piece of Blackham Coliseum Plaque
IL046.2014.07	Shipley Bust Dedication Ceremony Program
IL046.2014.08	1966-67 USL Basketball Media Guide
IL046.2014.09	Photograph of Shipley
IL046.2014.10	Reproduction of Media Guide Cover

Lender Shawn Ryder
Exhibit Inductee Case, Louisiana Sports Hall of Fame/Northwest Louisiana History Museum
Loan Dates June 9, 2014 – July 1, 2015
Exhibit Dates June 19, 2014 - June 19, 2015

Object Description

Acc. #	Artifact for exhibit
IL047.2014.01	1 book, Venus to the Hoop: A Gold Medal Year in Women's Basketball by Sara Corbett
IL047.2014.02-03	2 New York Liberty Basketball Cards

Lender Venus Lacy
Exhibit Inductee Case, Louisiana Sports Hall of Fame/Northwest Louisiana History Museum
Loan Dates June 15, 2014 – July 1, 2015
Exhibit Dates June 19, 2014 - June 19, 2015

Object Description

Acc. #	Artifact for exhibit
IL048.2014.01	1 1996 Olympic Gold Medal
IL048.2014.02	2 photographs of Venus Lacy and teammates framed together
IL048.2014.03	1 photograph/ plaque from Louisiana Tech Sports Hall of Fame

Outgoing Loans

Exhibit	Carving Their Niche: The Bowie Family in Louisiana
Exhibit Dates	June 7, 2014 – August 31, 2014
Loan Dates	May 19, 2014 – September 10, 2014

Acc. #	Object Description
I.1992.0403	shotgun, 19 th century

Currently on loan to the West Baton Rouge Museum, will be returned to LSM due to an accession number misidentification. A more appropriate shotgun will be loaned to the West Baton Rouge Museum in its place.

Replacement:
12264.2 double barrel shotgun, Damas Anglais, c. 1850

Dr. Perret MOVED, seconded by Dr. Haedick, to approve the above incoming and outgoing loans.
Unanimously approved.

Irby/Finance Committee Report

Ms. Moore said there were two lawsuits filed by the tenant at 503 St. Ann, 2nd floor. One is vs. LSM and the other is vs. Irby. They have both been turned over to the Attorney General's office for further review and action.

Ms. Moore also said that the commercial space at 808 Chartres was bid out at incorrect square footage, therefore a new RFP must be done to re-bid the space. Mr. M. Davis suggested the process will begin in October, 2014. Regarding optional renewal terms, Ms. Moore said there is no specific restriction prohibiting a different set of renewal options, but she suggested it be done in two year chunks. In the meantime, Violet's will be on a month-to-month lease.

Friends of the Cabildo Report

Newly appointed FOC President Ruth Burke gave the report.

1850 House Museum Shop

Ms. Burke said sales are expected to be up by 25% by the end of our current fiscal year. Shop sales staff and volunteers are becoming an excellent source of information to visitors & customers regarding LSM exhibitions & properties in the French Quarter.

FOC Numbers and events

Volunteer hours in May:

347 hrs

\$6,707.51 @ \$19.33/hr

Walking tours May, 2014:

448

\$6,540.00

Walking tours May, 2013:

435

\$6,155.00

Ongoing events

FOC Adult History Class: Neighborhoods of New Orleans

60 people signed up and FOC made a profit of \$8,000. This evening program is themed around New Orleans neighborhoods, starting with the French Quarter. Class is on #3 of 5 classes.

Completed events

FOC Home and Courtyard Tour

212 guests - profit \$3,925.00

Upcoming events

FOC/NO Film Society Movie at the Mint *JAZZ ON A SUMMER'S DAY*

Friday, June 20th, Old U.S. Mint

FOC Home Research Seminar

Saturday, June 21st, 10 am - Noon, at the Old U.S. Mint

FOC will host "Researching Your New Orleans Property." Robert J. Cangelosi, Jr., an Adjunct Lecturer at Tulane University School of Architecture, will present this in-depth program on historic home research.

BONO Exhibit - FOC Member Opening Party

Saturday, January 10, 2015, at The Cabildo

The party will be the culmination of the FOC's fall membership drive, which will be preceded by several supporting events, including a pilot Children's Program & workshop for middle school aged children, as well as special walking tours featuring "Ghosts of the Battle of New Orleans." Also in the works is a champagne reception and curator's tour through the exhibition for new FOC members.

Louisiana Museum Foundation Report

Ms. Maclay gave the report.

The LMF's annual meeting at Ralph's on the Park went well.

The LMF is reviving *La Musee*, their annual newsletter. Ms. Maclay passed around a sample of an old newsletter.

The LMF's gala will be on January 9, 2015, which will coincide with the opening of the Battle of New Orleans exhibit.

They are working on last minute membership renewal letters and June 30th is the cut-off date. 2013-14 members will receive a listing in the inaugural edition of *La Musee*, as well as an opportunity to purchase Battle of New Orleans (BONO) Victory Ball tickets in advance.

Ms. Maclay continues to meet with hopeful BONO sponsors such as AT&T and Fleurty Girl.

The LMF will be meeting with Pam Lupin soon to discuss a memorial reception for Dr. Lupin.

The FOC and LMF are working together for the upcoming opening reception for the photography exhibit at the Mint entitled *Keeping Time: Extraordinary Images from Louisiana's Musical Past*. The exhibit will open on July 30th before the Satchmo Summerfest.

The LMF's work with Don Marquis on the music exhibit continues to do well. He has some overseas contacts who have pledged to donate. Ms. Maclay attended a concert at Snug Harbor and collected \$400 from The Ophelia Ragtime Orchestra. Also, a group from Norway has promised a pledge of \$9,500. Lastly, in August, Yoshio Toyama will be bringing a check for \$10,000 from Japan.

Ms. Maclay attended the unveiling of the Capitol Park Museum sign and was very happy to be in the promotional photo.

E.D. White Historic House Report

Ms. Leckelt said there is an ad out right now for Lafourche Parish and E.D. White is included.

LSM properties

Ms. Tullos said that Patterson, LSM is moving forward with an educational space and merger of the Wedell-Williams Aviation Memorial Foundation and the Cypress Sawmill Foundation are still ongoing.

The Capitol Park Museum hosted a Night at the Museum and it was very successful.

The Louisiana Sports Hall of Fame Foundation's induction ceremony will be on June 21st in Natchitoches.

New Business

There is an update on the Roots of Music program update. Mr. M. Davis thanked Jay Dardenne for his involvement in this project. Ms. Tullos said it is a great program, but has grown too large for the

space they are currently using at the Cabildo. They are looking for a new venue and have one year to do so, in order to give them time to find a new home for their program.

Lt. Governor Dardenne spoke to the Board and asked the Board if they knew of a new home prospect, to please let him know. There are currently 140 kids and would like a 2,500-3,000 square foot space. The kids are also are fed a meal. Transportation has also become an issue.

The legislative session has ended and LSM did better than in previous years. The budget still takes \$1 million out of the Office of Tourism for the Louisiana Sports Hall of Fame and Northwest Louisiana History Museum to fund general museum operations. There is no funding for the museum in Natchitoches right now. 2013 was a record setting year for tourism and he hopes 2014 will be even better.

Lt. Governor Dardenne said he likes the idea of collaborating more as a Department, so they chose Trumpet for all Departments. They know our thinking and their prices are very reasonable. We have also re-established a relationship with LEH, since the former embattled Director has left. Cathy Berry said the meeting went very well. All Assistant Secretaries attended. DCRT will partner and cross promote with them.

The Albrezio Mural was salvaged after Hurricane Katrina and DCRT is working with a design school at LSU to refurbish it and they hope to put it on the big wall in the large meeting room at Capitol Park Museum, but they need to raise about \$100,000 for the project.

The Lt. Governor met with Grammy Officials recently and they are building a Grammy Museum in Mississippi. DCRT hopes to provide a link in New Orleans by having the Mint be a Grammy affiliated Museum for the music exhibit.

We can use the name and have some traveling exhibits around it. It will still be called the Old U.S. Mint but LSM can use the affiliation for marketing and our music exhibit. Mr. Wheat said we still need \$4-5 million to complete the exhibit. Lt. Governor Dardenne asked the Board to develop a plan to raise some funds and he feels we might be able to get a match on what we raise. Mr. Santelli of the Grammy organization is the point person. Lt. Governor hopes he can get this done before his term is up. They are not ready to publicize this yet.

Mr. M. Davis said that Yvonne Mack was very helpful in getting the paperwork together for this Board meeting during Yvette Cuccia's absence as she is the one who normally performs these duties.

Meeting adjourned at 2:12 PM.